



LEAD Conference 2024

**Hope VA
Papua New Guinea**

Pr Russ Willcocks



- 2024 -
ANNUAL COUNCIL



Hope VA

PAPUA NEW GUINEA
UNION MISSION

Port Moresby

Gilbert Is.

Solomon Is.

Vanuata

Fiji

New Caledonia

Norfolk Is.

Lord Howe
Island

Christchurch

NEW ZEALAND

Auckland Is.

Christmas
Island

Northern Territory

A U S T R A L I A

Western Australia

Queensland

South Australia

Brisbane

New South W.

Adelaide

Victoria

Melbourne

Hobart

AUSTRALIAN UNION
CONFERENCE

South Pacific Division (SPD)



Adventist
Technology
for mission





Hi, I'm
HOPE VA

Your virtual assistant.

Learn about the Bible and better
health with me!



Esperança Novo Tempo, Brazil

27,323 Active Students (Por)
1,880 Active Students (Esp)

as at 16 September, 2024

Pr Natanael Castro

Pr William Timm



Novo Tempo



**Adventist
Technology**
Seventh-day Adventist Church™



Pr Matt Atcheson



Pr Natanael Castro



Pr William Timm



Pr Russ Willcocks

Collaboration within SPD



Adventist
Technology
for mission



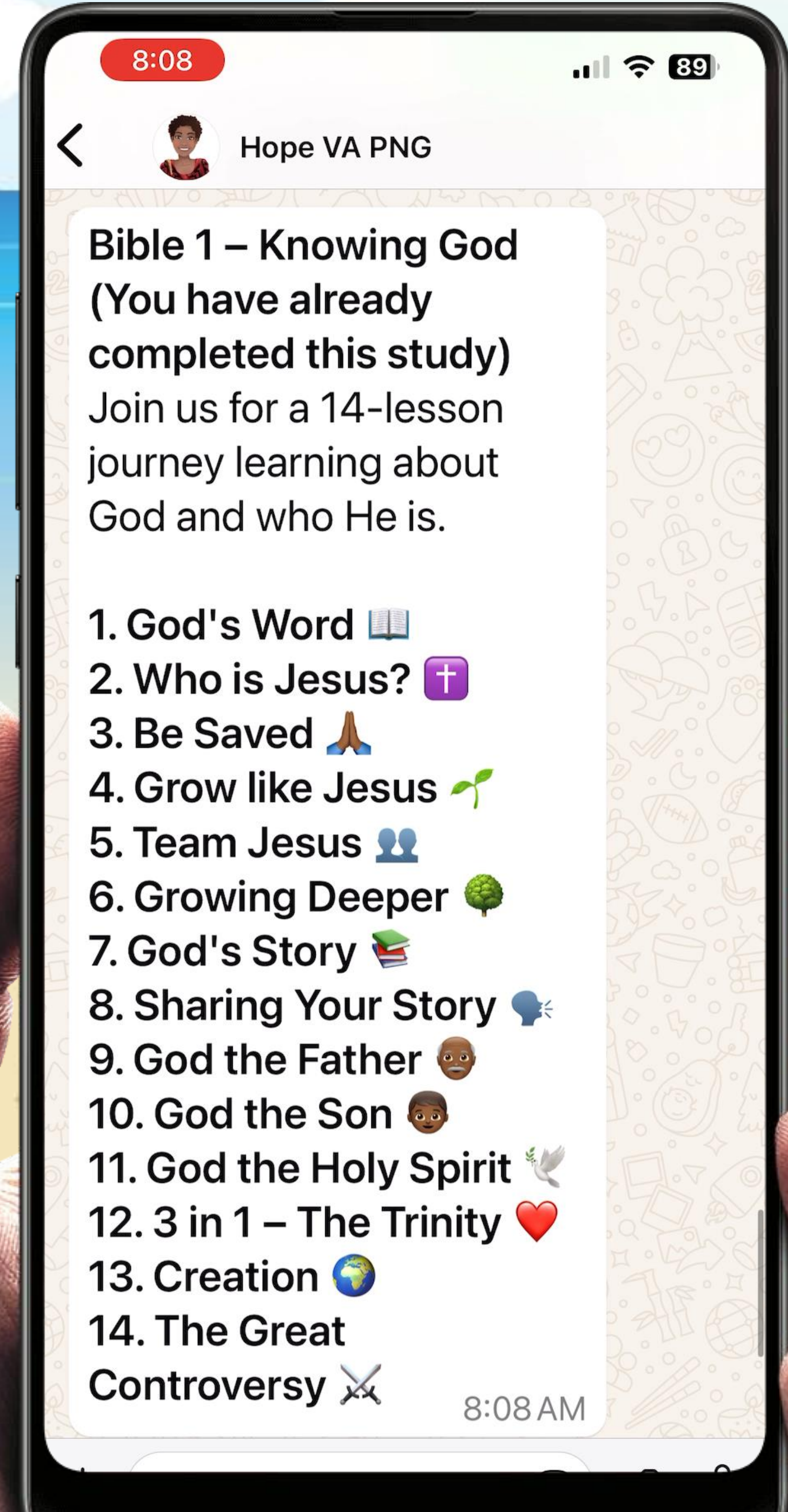
HopeChannel



Seventh-day
Adventist Church™



- WhatsApp, Messenger, Telegram..
- Courses written by humans (not AI)
- Personal, friendly tone
- Bible and Health lessons
- Gently asks to resume study
- Bridge invitation - meet real people





HOPE VA BRINGING SEEKERS TO YOU



Adventist
Technology



**REACHING
THE PUBLIC**

REACH
THE WORLD 

I WILL
GO 



HOPE VA BRINGING SEEKERS TO YOU



Adventist
Technology

REACH

Friend to Friend Sharing



Billboards and posters



Adverts at Church events



PNG 4 Christ



REACHING
THE PUBLIC



REACH
THE WORLD

I WILL
GO



HOPE VA BRINGING SEEKERS TO YOU



Adventist
Technology

REACH

Friend to Friend Sharing



Billboards and posters

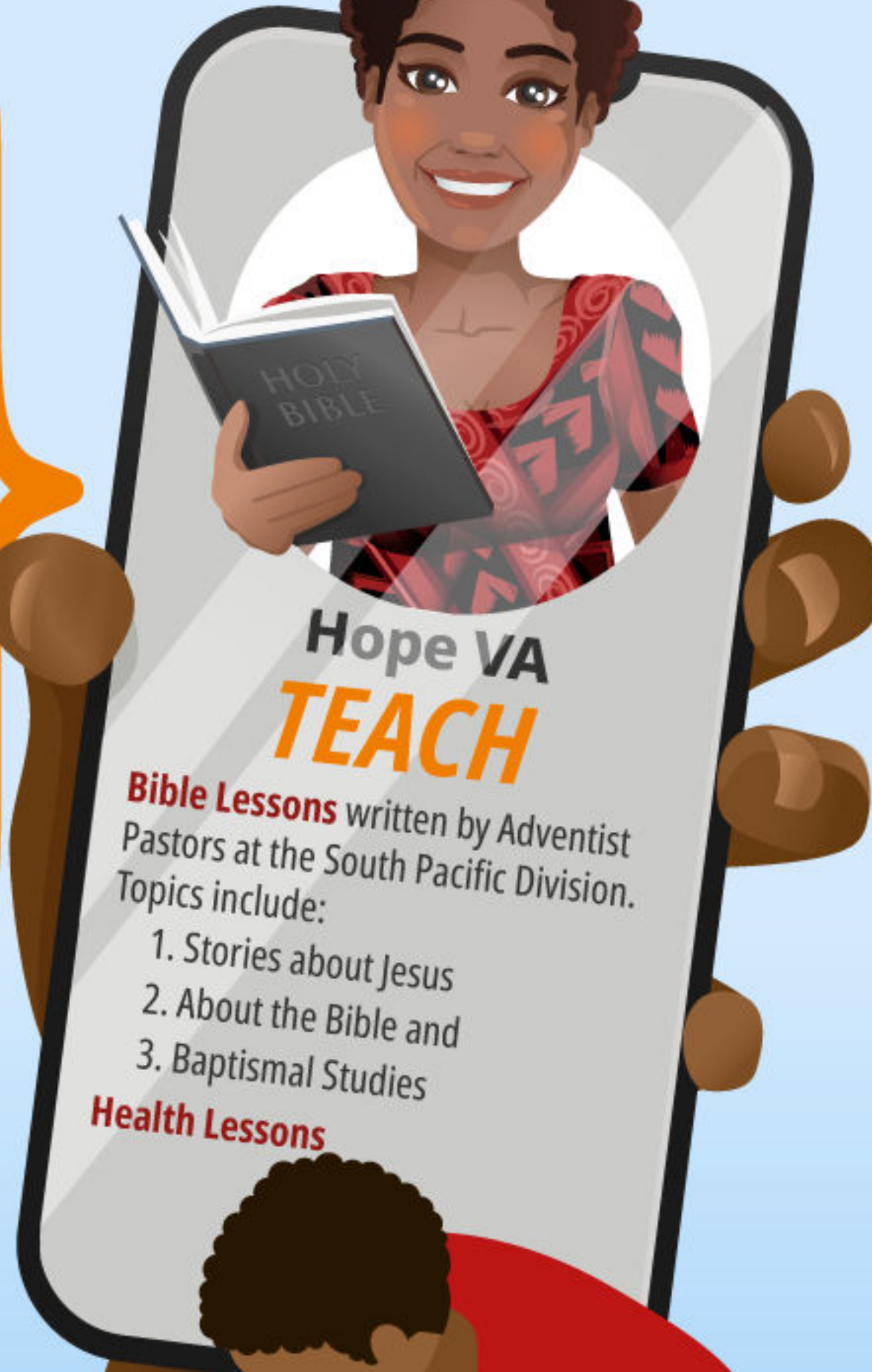


Adverts at Church events

PNG 4 Christ



REACHING
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HOPE VA BRINGING SEEKERS TO YOU



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Billboards and posters



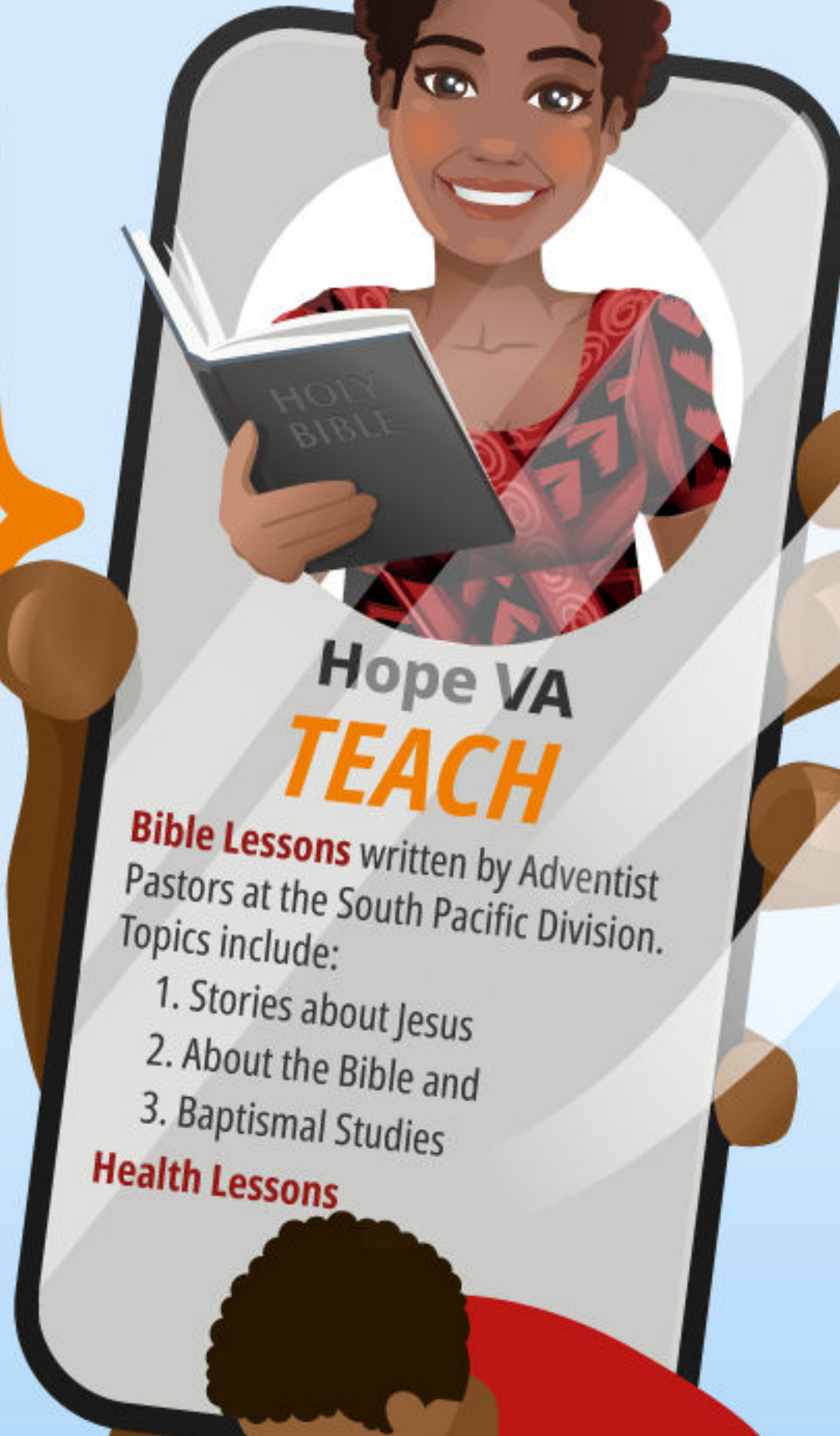
Adverts at Church events



PNG 4 Christ



REACHING
THE PUBLIC



CONNECT

...with the local
SDA pastor or
church members

...with health
ambassadors

The 10,000 TOES
Campaign

REACH
THE WORLD

I WILL
GO



HOPE VA BRINGING SEEKERS TO YOU



Adventist
Technology

REACH

Friend to Friend Sharing



Billboards and posters



Adverts at Church events



PNG 4 Christ



REACHING
THE PUBLIC



CONNECT

...with the local
SDA pastor or
church members

...with health
ambassadors

The 10,000 TOES
Campaign

GROW

Person to person
welcome and
engagement
through
*Bible study small
groups and
Church attendance*



SHARE/ ADVERTISE



BRIDGE



CONNECT
WITH CHURCH



SHARE/ ADVERTISE



BRIDGE



CONNECT
WITH CHURCH



SHARE/ ADVERTISE



BRIDGE

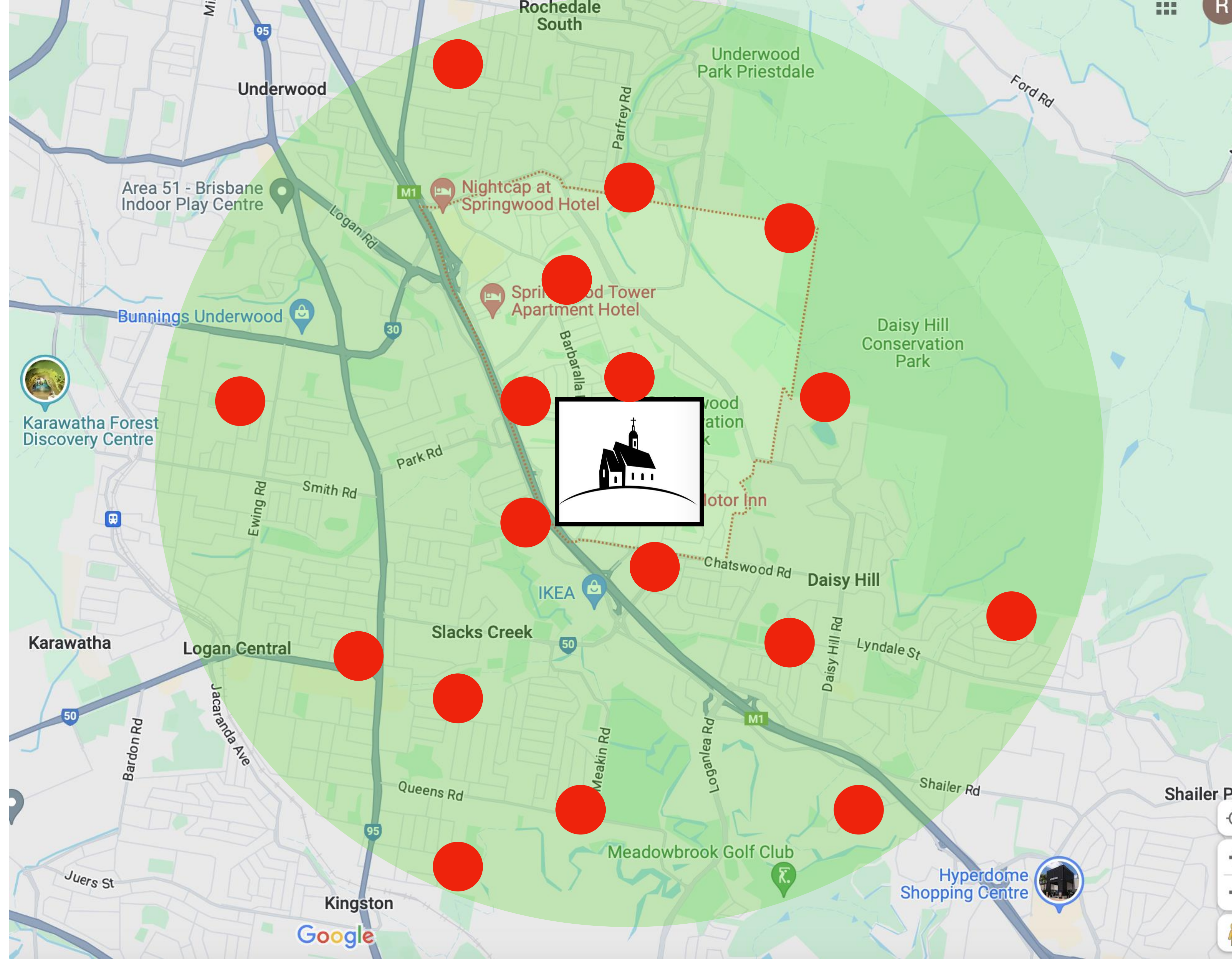


CONNECT
WITH CHURCH



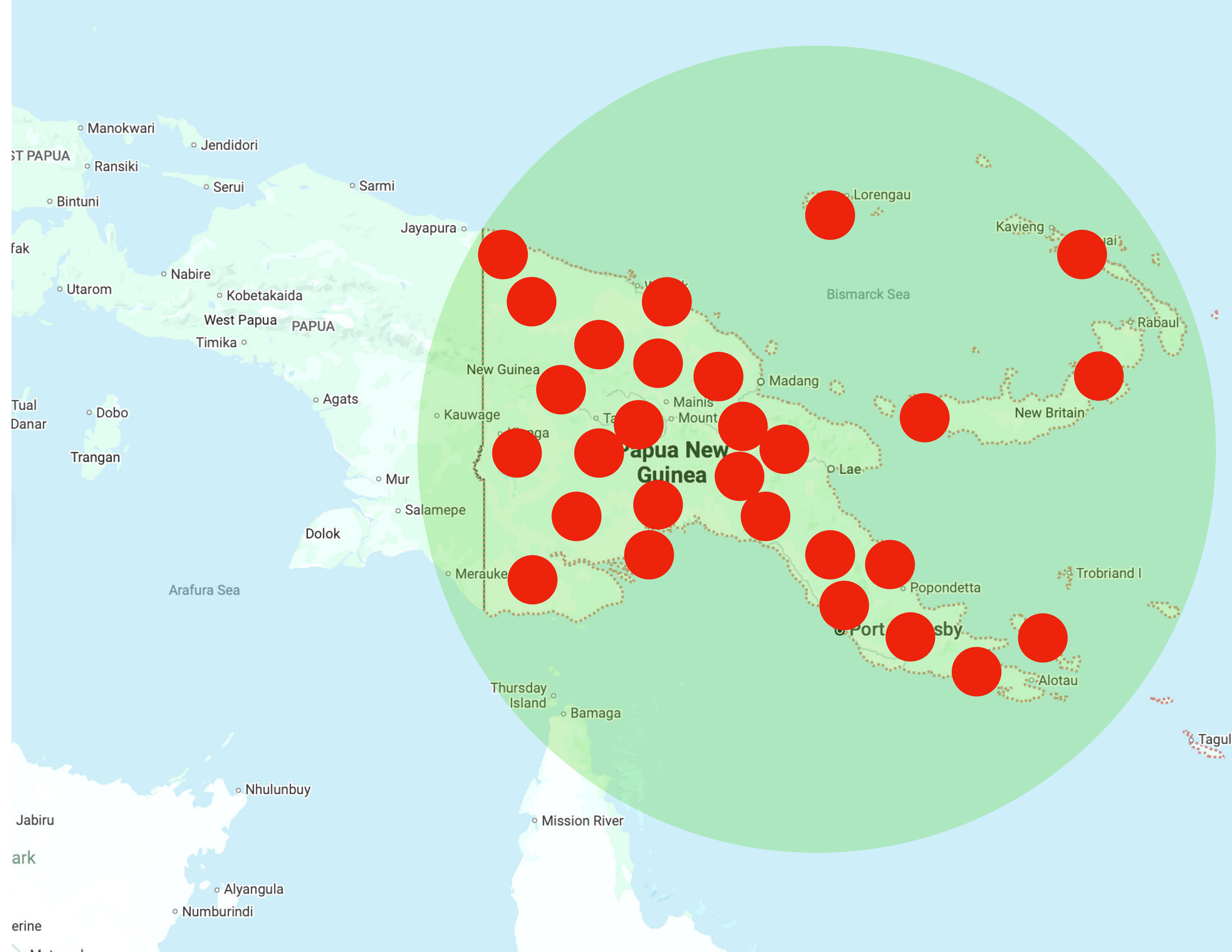


1 local church

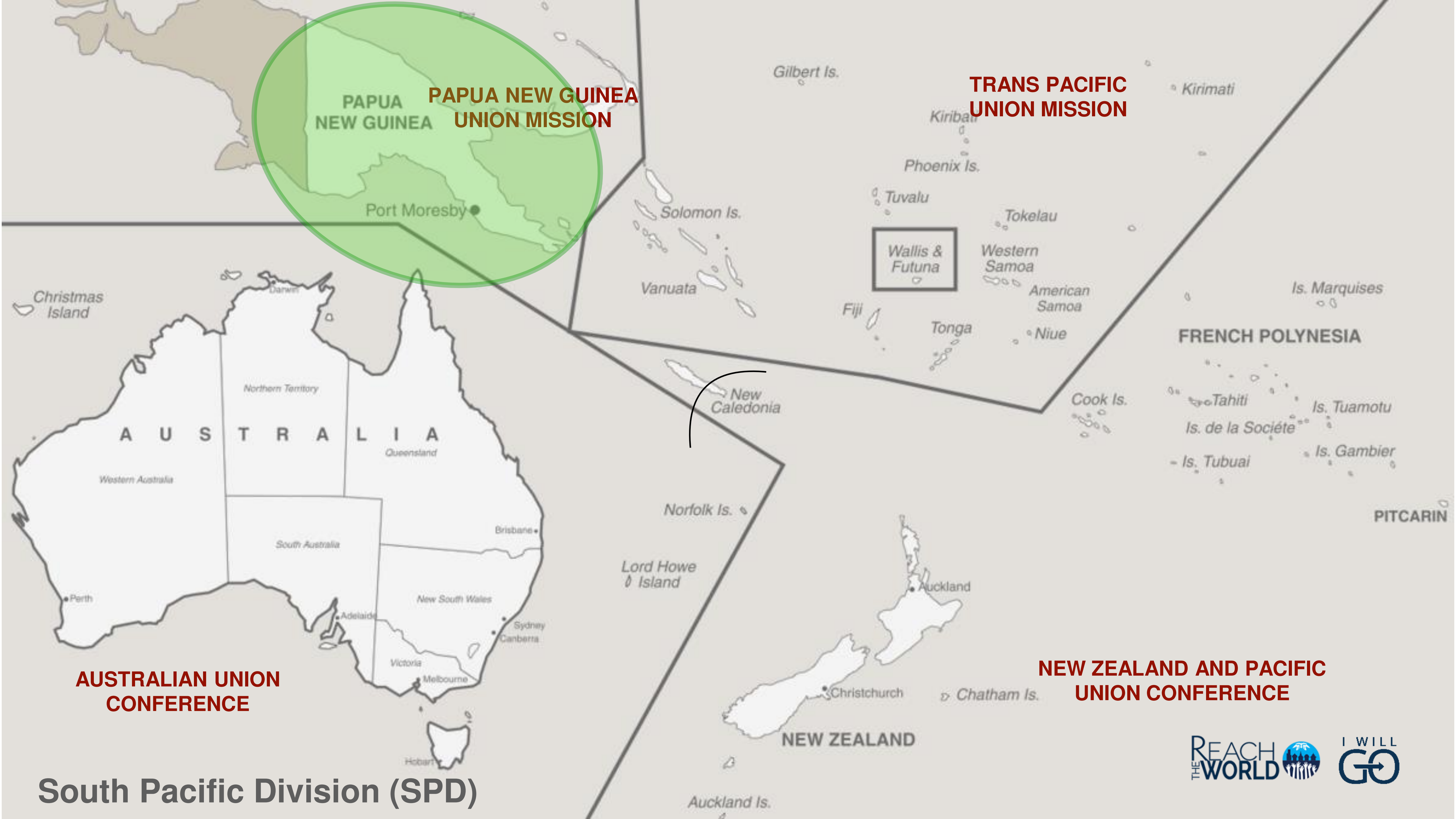




Nationwide



Statistics in Real time



**PAPUA NEW GUINEA
UNION MISSION**

**TRANS PACIFIC
UNION MISSION**

**AUSTRALIAN UNION
CONFERENCE**

**NEW ZEALAND AND PACIFIC
UNION CONFERENCE**

South Pacific Division (SPD)



Papua New Guinea Population

(LIVE)

10,615,564

Population shown as at 16 September 2024

Image used with permission from <https://img.freeflagicons.com/logo.png>

Data sources: <https://worldpopulationreview.com/country-rankings/whatsapp-users-by-country>
<https://datareportal.com/digital-in-papua-new-guinea>: Global Digital Reports 2024 - Papua New Guinea



Mobile Connections
3.84 Million

37% of population



Social Media Accounts
1.10 Million

10.4% of population



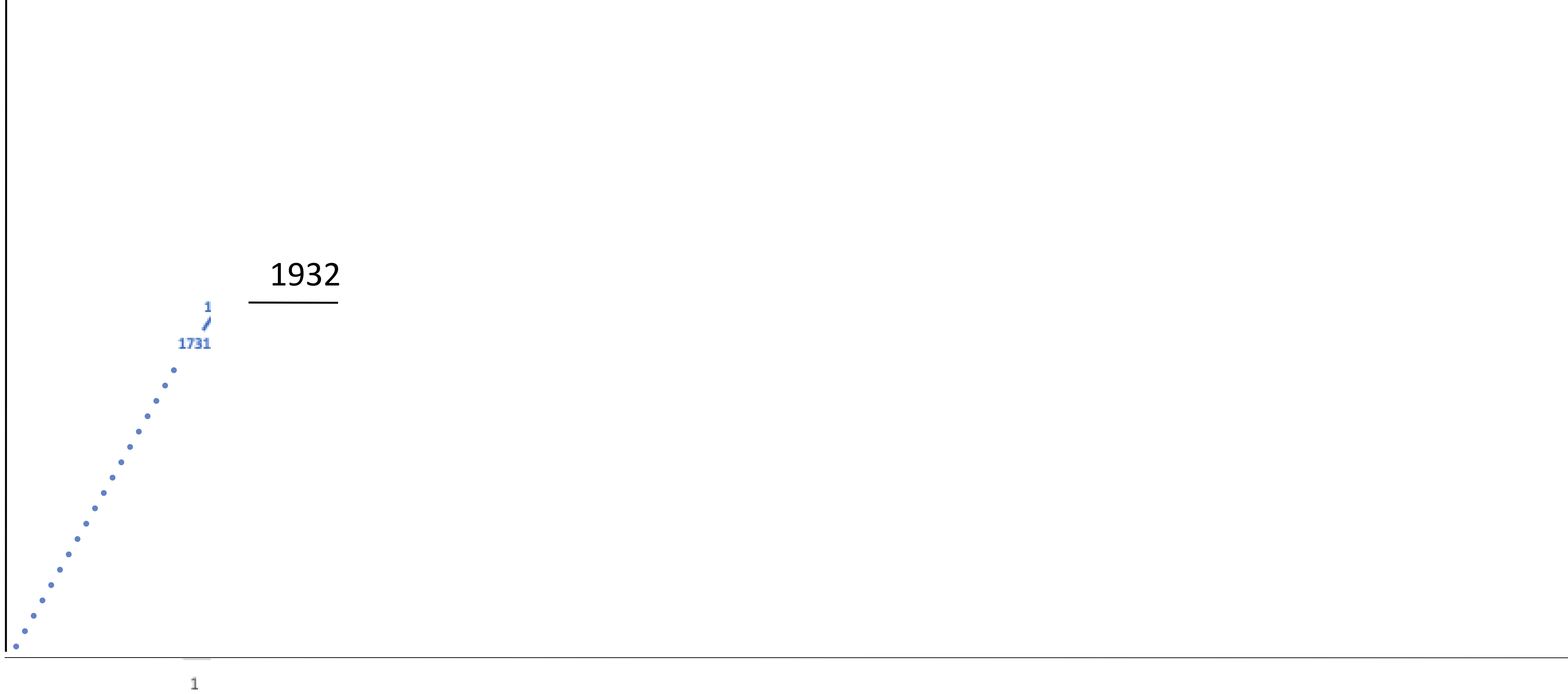
WhatsApp users
0.81 Million

7.6% of population



July 2023, Kabiufa, PNG

July 2023
Launch

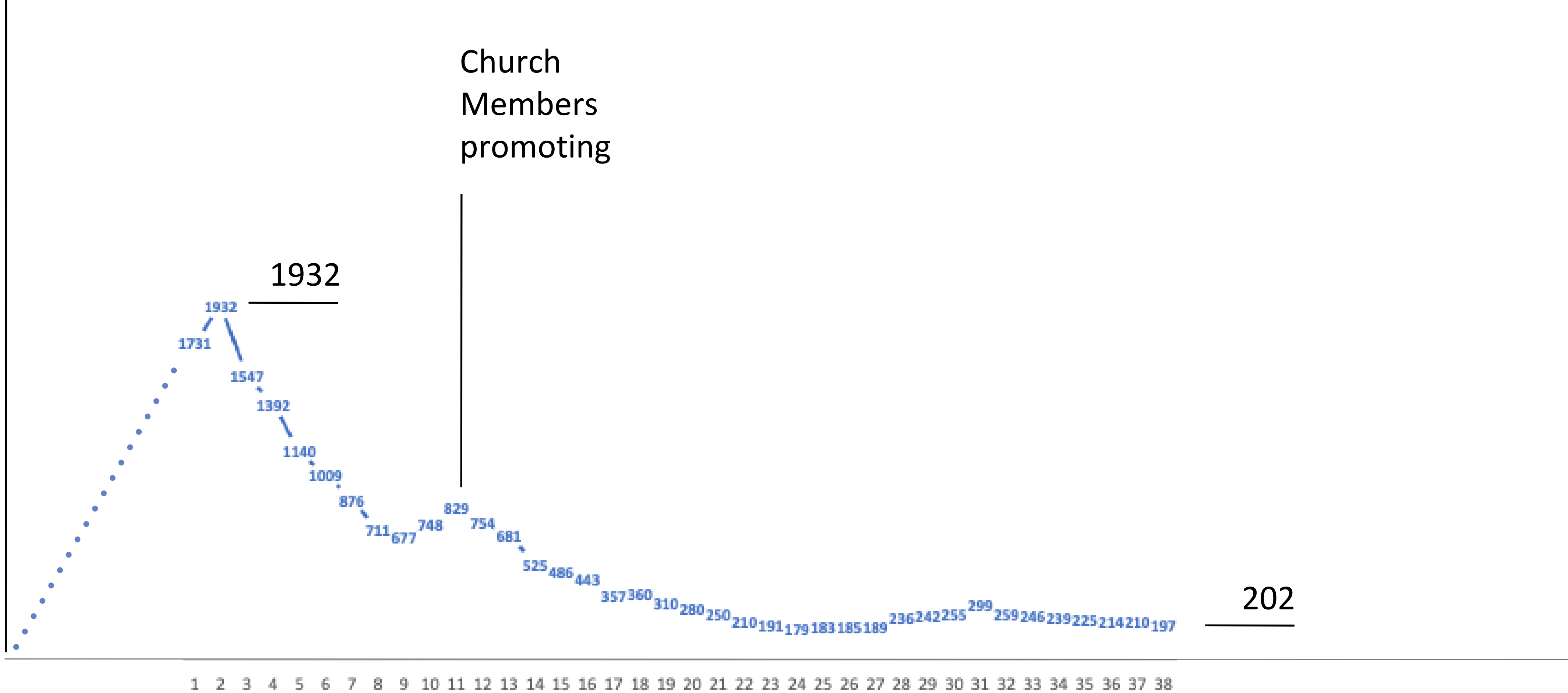


Active Students - People who have completed at least 1 lesson in last 24 days



ACTIVE STUDENTS
AUGUST 4, 2023 - SEPTEMBER 15 2024

July 2023
Launch



Active Students - People who have completed at least 1 lesson in last 24 days



PNG4Christ

- **Public Event** (most don't own phones)
- **Live preaching** (better than a VA)
- **Holy Spirit translating into Pidgin!**





For Bible Lessons, WhatsApp
“BIBLE”

to +675 7000 1190



July 2023
Launch

ACTIVE STUDENTS
AUGUST 4, 2023 - SEPTEMBER 15, 2024

May 2024
PNG4CHRIST

Church
Members
promoting

1932

202

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38

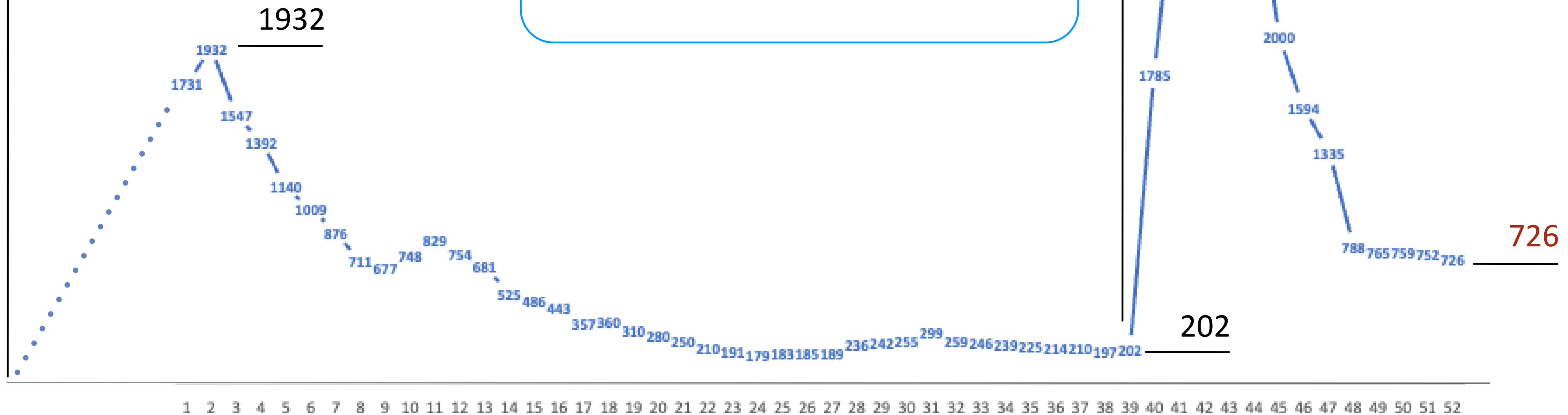
Active Students - People who have completed at least 1 lesson in last 24 days

July 2023
Launch

ACTIVE STUDENTS
AUGUST 4, 2023 - SEPTEMBER 15, 2024

May 2024
PNG4CHRIST

Messages during PNG4Christ
801,000 sent by Hope VA
540,000 received



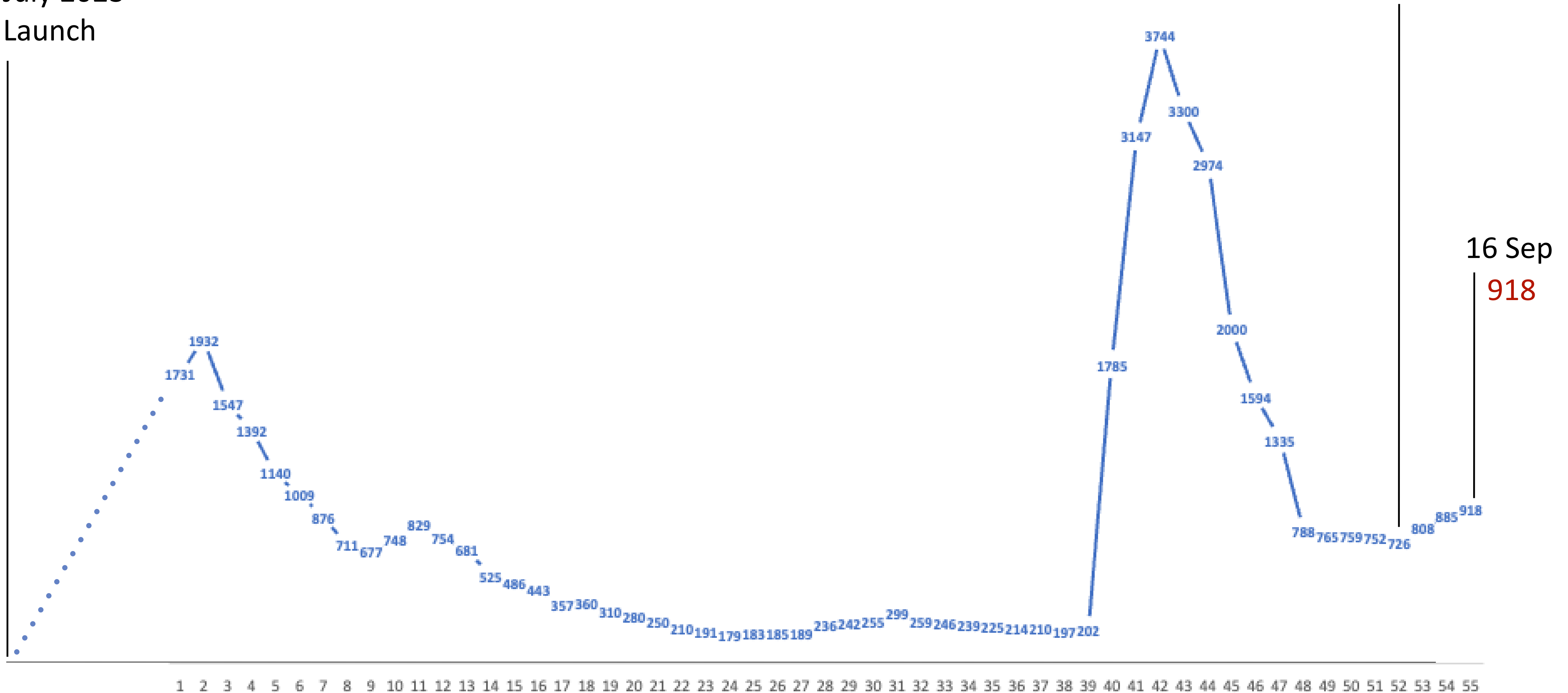
Active Students - People who have completed at least 1 lesson in last 24 days



July 2023
Launch

ACTIVE STUDENTS
AUGUST 4, 2023 - SEPTEMBER 15, 2024

Social Media
Ad Testing



Active Students - People who have completed at least 1 lesson in last 24 days



Active Students

918

In PNG, 16 September 2024

Have tried Hope VA:

21,545

Completed at least 1 lesson:

9,461 (45%)

13.5 lesson av. = 127,723 Bible lessons

Bridge requests:

139

Current Advertising Stats



AUD \$50 (USD \$35) >> 1,140 clicks

~ AUD 4.4c (USD 3c) per click

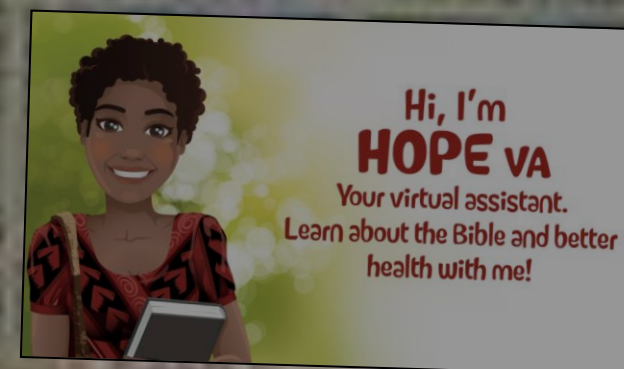




“We have adopted Hope VA as
our new Digital Bible school”

Pr Wayne Boehm, Adventist Media, SPD

Innovation



Public Response Features Trialled at PNG4Christ

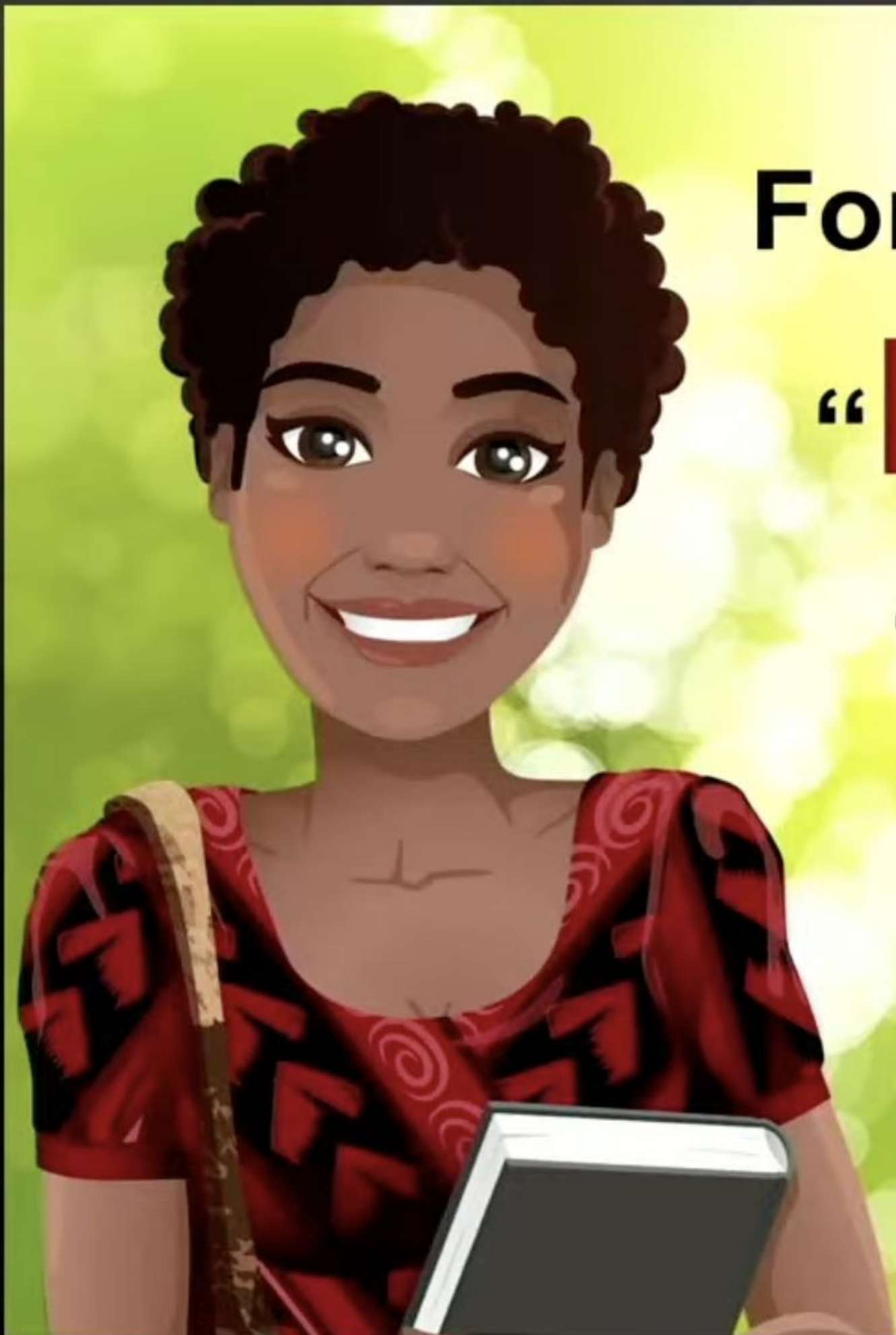
Sermon notes/ Decisions >> Register details >> Consent for future contact



For Sermon Notes, WhatsApp

“**PNG4CHRIST**”

to +675 7000 1190



Hope Va png

rebelled against God

4. **Isaiah 14:12-14** Lucifer wanted to be greater than God - to replace God as ruler of the Universe

5. **Revelation 12:7-9** There was war in heaven and Lucifer and his followers were expelled

4:15 pm

6. **Genesis 1:27-31** God created a perfect planet with perfect inhabitants

7. **Genesis 2:16-17** God is love - He gave humans freewill to obey or rebel

8. **Genesis 3:1-7** Adam and Eve were deceived by Satan and rebelled

9. **Romans 5:12** Since then, humanity has inherited death and sin

10. **Isaiah 59:1-2** Sin, rebellion, disobedience separates us from God

11. **Romans 6:23** Sin leads to death but God gives life through Jesus

12. **Revelation 20:10,15 - 21:5** Jesus will triumph and destroy the devil and suffering

4:15 pm

Verses From Sermon



PDF



We have a number of different resources available and are continually creating new ones. We're happy to keep you informed about them.

Choose One topic that you are interested in learning more about?

- A. The Bible
- B. Health & Wellbeing
- C. Family and Relationships
- D. How to Pray
- E. Bible Prophecy
- F. Forgiveness
- O Other

Type and Send only A, B, C, D, E, F, or O

9:12 am

Great choice! So we can send you information that you have requested, Do you give permission for us to contact you so we can send this information to you?

Please respond by answering Yes or No.

9:12 am



Yes



No

Offers

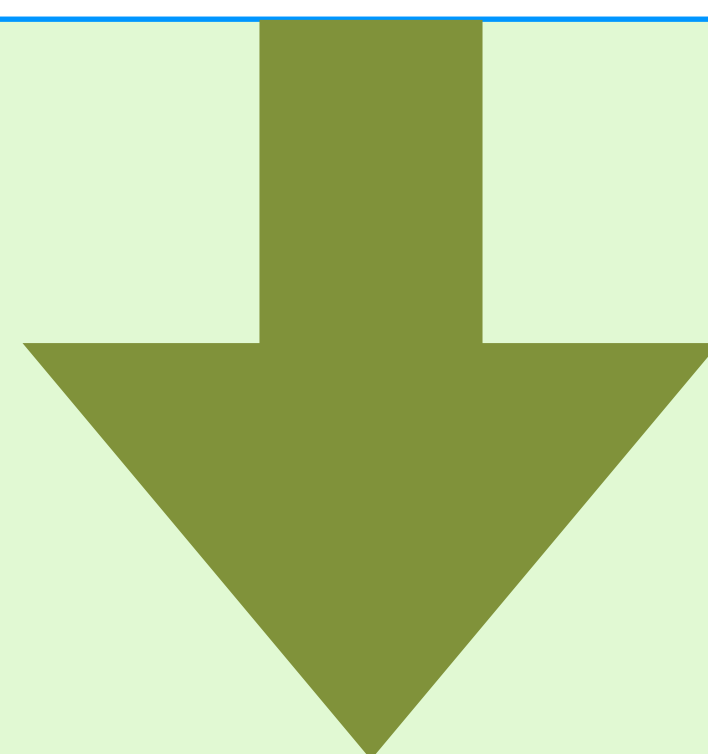
Consent





During PNG4Christ..

8,600 Sermon notes downloads
1,170 follow up requests





Dashboard



Reports



Contacts



Add new



Switch group



Events



My team



Notifications

JA

Julius Ababio

Male

Follow up
Tracked in
Thrive

Member status

Event Interest

Grow cycle

Prepare

Phone

Source

PNG for CHRIST 2024

Interactions

Decisions

Interests

Prayer requests

Delegate

Relationships

Groups

Activity log



1

Prepare



The discipleship journey begins by preparing the soil of the heart. Through acts of kindness and friendship, you'll build trust and show genuine care. As you come close to individuals with Christlike sympathy, your personal ministry, guided by the Holy Spirit, can soften even the stoniest hearts, allowing the gospel's profound truths to grow and flourish within them. "Jesus . . . went about doing good" Acts 10:38.



28th of April 2024 at 7:38PM - HopeVA

By Hope Virtual Assistant

F: Forgiveness



50



1

CULTIVATING CONNECTIONS

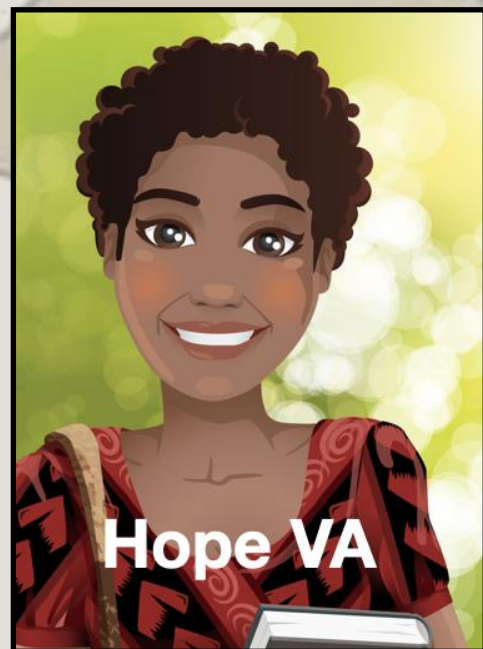
Thrive

Thrive is a robust contact management system tailored for churches. It empowers pastors, elders, laypeople, and members to collectively manage their contacts and interactions, fostering a nurturing environment for discipleship.

[Sign Up](#)

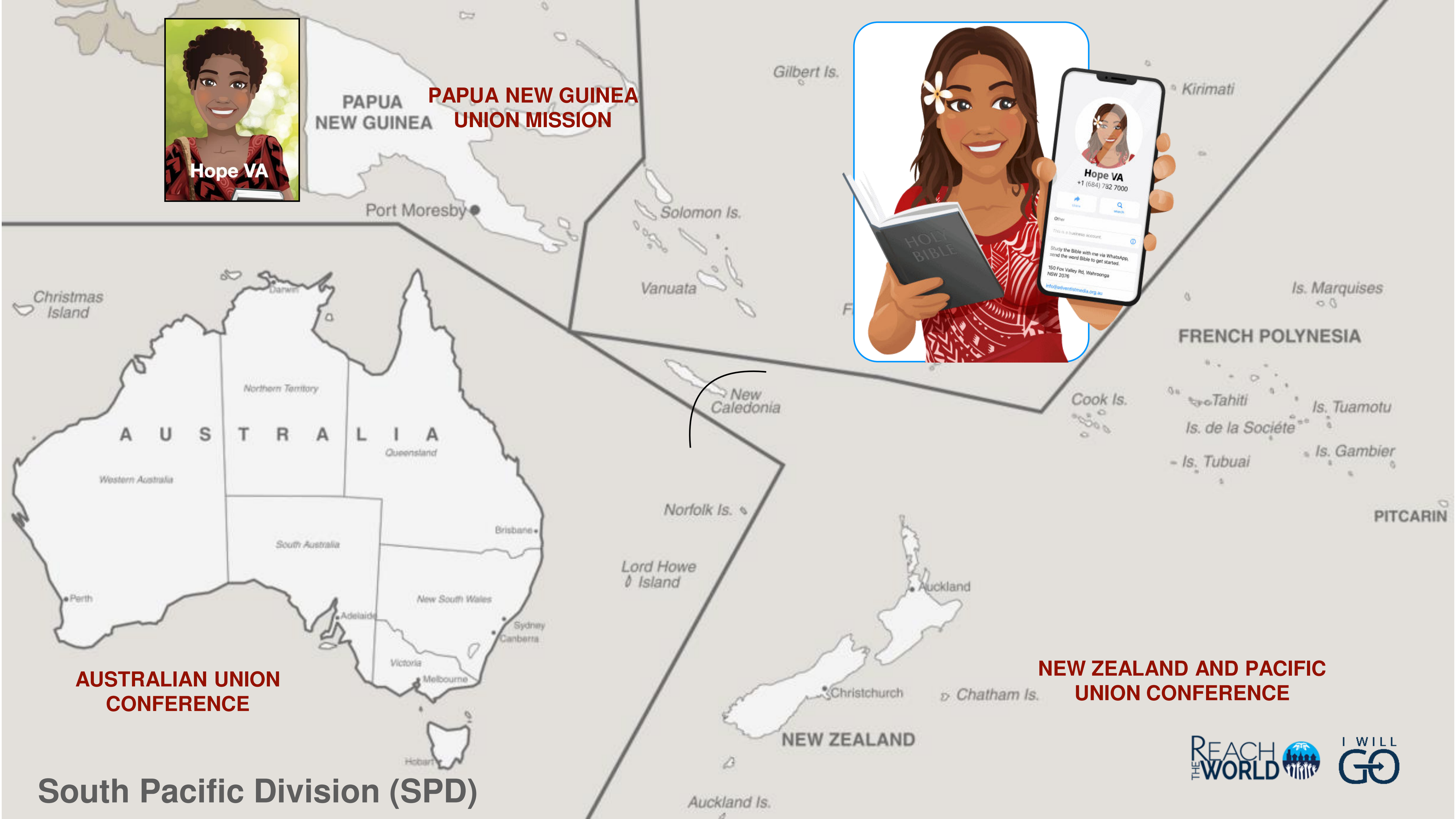
POWERTOOLS FOR MINISTRY





Hope VA

PAPUA NEW GUINEA
UNION MISSION



AUSTRALIAN UNION
CONFERENCE

NEW ZEALAND AND PACIFIC
UNION CONFERENCE

South Pacific Division (SPD)





American Samoa



Samoa



Fiji



Solomon Islands



Kiribati



Tonga



Nauru



Tuvalu



Niue



Vanuatu





In conclusion..

Hope VA is a Collaborative mission project

Bringing new opportunities to:

- present Bible studies on social media
- instant participant registration
- instantly record decisions
- instantly share sermon notes/ info
- present offers (with consent)

For more information



hopeva.org.au



thrive.adtech.org.au